

Alzheimer's Community Outreach Campaign Appropriation Request Budget

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|-----------|-------------------------|
| \$5,000 | Social Media |
| \$8,000 | Administrative Reserve |
| \$10,000 | Billboards / Bus Boards |
| \$10,000 | Print |
| \$15,000 | Creative |
| \$25,000 | Television |
| \$27,000 | Radio |
| <hr/> | |
| \$100,000 | Total |

THE DETAILS: The funds will be used to conduct a multi-tiered community outreach campaign with three main objectives:

- Raise awareness of the growing numbers of individuals affected by Alzheimer's or related dementias in Utah reducing the social stigma associated with dementia.
- Educate seniors of the benefits of cognitive assessments during the Medicare annual wellness visit while providing guidance to healthcare professionals on the assessment process.
- Educate the general public and health care providers of the dementia-specific tools and resources available in the community such as the Utah Department of Health and its community partners.

THE MATCH: The Alzheimer's Association is working to secure private donations to match the \$100,000 appropriation. When these funds are secured, the budgets amounts above will be doubled.